

TMVIPP Use of Media Summary

Background

This document lists information important for you and your team to collect about your Use of Media in your community as part of your CDC TMVIPP.

Adding to what is described in the TMVIPP Manual (pp 21 - 25), there are five primary types of media that you may use to promote your program and injury prevention messages. The types of media listed below are often referred to as **Free Media** (also called 'earned media' because your program can receive favorable publicity through promotional activity rather than advertising):

1. Letters to the Editor
2. Opinion-Editorial (Op-Ed) Pieces
3. Press Releases and Public Service Announcements (PSAs) used on television, radio, and newspapers
4. Press Briefings/News Conferences.
5. Local Community Reporting, including but not limited to:
 - a. announcements on the radio station
 - b. news coverage of events in the Tribal newspaper or newsletter (e.g., articles, photos, or both)
 - c. local/cable/public access TV stories
 - d. participation on radio talk-show style/call-in shows
 - e. Tribal casino marquee messaging
 - f. Tribal website messaging
 - g. Tribal employee emails/listserv postings.

Media events can also involve **Paid Media**, which includes publicity and/or advertising that your project pays for, including but not limited to:

1. Brochures/Posters/Flyers (distributed throughout the community at large and/or at community events).
2. Billboards (developed for display on existing or new billboard space on/near major roadways).
3. Print/Radio/TV Advertisements (Ads).

How to Collect Data About These Events

Media events are often planned, developed, and coordinated by the TMVIPP Coordinator and/or local coalition. Some traffic safety coalitions have representatives from media organizations (e.g., Tribal radio station, Tribal newspaper) participating on the coalition.

What to Summarize

Please use the tables on the following page to document information about media earned or paid for by your project. **Complete one table each time you use the media.** For row three of the table, select one of the codes provided to indicate the type of FREE or PAID media that was used for the event. See example below:

| Use of Media Summary EXAMPLE | | | |
|---|--|--|--|
| 1. Date | December 20, 2010 | | |
| 2. Topic of Media Coverage (circle all that apply) | <input checked="" type="checkbox"/> Seatbelt Use <input type="checkbox"/> General Awareness/ Education | <input type="checkbox"/> Child Safety Seat Use <input type="checkbox"/> Publicity for an Enforcement Event | <input type="checkbox"/> DUI Prevention <input type="checkbox"/> Other: _____ |
| 3. Media Type (use codes list below) | 5a -- (announcement on the radio) | | |
| 4. Cost of Media | Free | | |
| 5. Reach of Media | 6000 Radio Listeners (estimates provided by radio station) | | |

| Codes for FREE/EARNED Media | | Codes for PAID Media |
|--|--|-----------------------------|
| 1. Letters to the Editor | 5. Local Community Reporting | 6. Brochures |
| 2. Opinion-Editorial (Op-Ed) Pieces | a. Announcements on the radio station | 7. Posters |
| 3. Press Releases and PSAs used on television, radio, and newspapers | b. News coverage (e.g., articles, photos, or both) of events in the Tribal newspaper | 8. Flyers/Circulars |
| 4. Press Briefings/News Conferences | c. Local/Cable/Public Access TV stories | 9. Billboards |
| | d. participation on radio talk-show style/call-in shows | 10. Print Advertisements |
| | e. Tribal casino marquee messaging | 11. Radio Advertisements |
| | f. Tribal website messaging | 12. TV Advertisements |
| | g. Tribal employee emails/listserv postings. | |

TMVIPP Use of Media Summary

| Use of Media Summary | |
|---|--|
| 1. Date | |
| 2. Topic of Media Coverage (circle all that apply) | <i>Seatbelt Use</i> <i>Child Safety Seat Use</i> <i>DUI Prevention</i> General Awareness Enforcement Event Publicity Other: _____ |
| 3. Media Type (use codes below) | |
| 4. Cost of Media | |
| 5. Reach of Media | |

| Codes for <u>FREE/EARNED</u> Media | | Codes for <u>PAID</u> Media |
|--|--|-----------------------------|
| 1. Letters to the Editor | 5. Local Community Reporting | 6. Brochures |
| 2. Opinion-Editorial (Op-Ed) Pieces | a. Announcements on the radio station | 7. Posters |
| 3. Press Releases and PSAs used on television, radio, and newspapers | b. News coverage (e.g., articles, photos, or both) of events in the Tribal newspaper | 8. Flyers/Circulars |
| 4. Press Briefings/News Conferences | c. Local/Cable/Public Access TV stories | 9. Billboards |
| | d. participation on radio talk-show style/call-in shows | 10. Print Advertisements |
| | e. Tribal casino marquee messaging | 11. Radio Advertisements |
| | f. Tribal website messaging | 12. TV Advertisements |
| | g. Tribal employee emails/listserv postings. | |

| Use of Media Summary | |
|---|--|
| 1. Date | |
| 2. Topic of Media Coverage (circle all that apply) | <i>Seatbelt Use</i> <i>Child Safety Seat Use</i> <i>DUI Prevention</i> General Awareness Enforcement Event Publicity Other: _____ |
| 3. Media Type (use codes below) | |
| 4. Cost of Media | |
| 5. Reach of Media | |

| Codes for <u>FREE/EARNED</u> Media | | Codes for <u>PAID</u> Media |
|--|--|-----------------------------|
| 1. Letters to the Editor | 5. Local Community Reporting | 6. Brochures |
| 2. Opinion-Editorial (Op-Ed) Pieces | a. Announcements on the radio station | 7. Posters |
| 3. Press Releases and PSAs used on television, radio, and newspapers | b. News coverage (e.g., articles, photos, or both) of events in the Tribal newspaper | 8. Flyers/Circulars |
| 4. Press Briefings/News Conferences | c. Local/Cable/Public Access TV stories | 9. Billboards |
| | d. participation on radio talk-show style/call-in shows | 10. Print Advertisements |
| | e. Tribal casino marquee messaging | 11. Radio Advertisements |
| | f. Tribal website messaging | 12. TV Advertisements |
| | g. Tribal employee emails/listserv postings. | |

TMVIPP Use of Media Summary

| Use of Media Summary | |
|---|---|
| 1. Date | |
| 2. Topic of Media Coverage (circle all that apply) | <i>Seatbelt Use</i> <i>Child Safety Seat Use</i> <i>DUI Prevention</i> General Awarness Enforcement Event Publicity Other: _____ |
| 3. Media Type (use codes below) | |
| 4. Cost of Media | |
| 5. Reach of Media | |

| Codes for FREE/EARNED Media | | Codes for PAID Media |
|--|--|-----------------------------|
| 1. Letters to the Editor | 5. Local Community Reporting | 6. Brochures |
| 2. Opinion-Editorial (Op-Ed) Pieces | a. Announcements on the radio station | 7. Posters |
| 3. Press Releases and PSAs used on television, radio, and newspapers | b. News coverage (e.g., articles, photos, or both) of events in the Tribal newspaper | 8. Flyers/Circulars |
| 4. Press Briefings/News Conferences | c. Local/Cable/Public Access TV stories | 9. Billboards |
| | d. participation on radio talk-show style/call-in shows | 10. Print Advertisements |
| | e. Tribal casino marquee messaging | 11. Radio Advertisements |
| | f. Tribal website messaging | 12. TV Advertisements |
| | g. Tribal employee emails/listserv postings. | |

| Use of Media Summary | |
|---|---|
| 1. Date | |
| 2. Topic of Media Coverage (circle all that apply) | <i>Seatbelt Use</i> <i>Child Safety Seat Use</i> <i>DUI Prevention</i> General Awarness Enforcement Event Publicity Other: _____ |
| 3. Media Type (use codes below) | |
| 4. Cost of Media | |
| 5. Reach of Media | |

| Codes for FREE/EARNED Media | | Codes for PAID Media |
|--|--|-----------------------------|
| 1. Letters to the Editor | 5. Local Community Reporting | 6. Brochures |
| 2. Opinion-Editorial (Op-Ed) Pieces | a. Announcements on the radio station | 7. Posters |
| 3. Press Releases and PSAs used on television, radio, and newspapers | b. News coverage (e.g., articles, photos, or both) of events in the Tribal newspaper | 8. Flyers/Circulars |
| 4. Press Briefings/News Conferences | c. Local/Cable/Public Access TV stories | 9. Billboards |
| | d. participation on radio talk-show style/call-in shows | 10. Print Advertisements |
| | e. Tribal casino marquee messaging | 11. Radio Advertisements |
| | f. Tribal website messaging | 12. TV Advertisements |
| | g. Tribal employee emails/listserv postings. | |